



Date: August 9, 2005

To: Budget Oversight Committee Members

From: *for* Gerald R. Miller, City Manager *R.H.*

Subject: OPTIMIZATION OF PARKING RESOURCES

At its meeting of July 19, 2005, the Budget Oversight Committee requested a report on parking rates and hours throughout the City and expressed interest in seeing parking operations consolidated, as well as options for increasing hours and rates that would generate new revenue. In response to that request and the reference to parking revenue on page 8 of the August 24, 2004 Budget Oversight Committee Report and Recommendations, the following information is provided:

During the past ten years, the City of Long Beach has truly experienced a renaissance. Many areas of the city have become vibrant business districts and desirable places to live, work and play. The airport is thriving and our beaches and Aquarium are frequented by people from all over the Southland.

Demand for parking in these areas has grown with the desirability of the community, and the City has responded; however, since there has historically been no one single department responsible for parking, the management of our parking locations has become very fragmented. Parks, Recreation & Marine oversees beach parking; Public Works oversees airport parking and meters in the Downtown area; Technology Services operates public parking garages at CityPlace, The Pike at Rainbow Harbor, the Aquarium of the Pacific, and the Civic Center; and Community Development manages meters in Belmont Shore, Convention Center parking, and various surface parking lots Downtown.

Just as there are a myriad of departments responsible for parking, there are a myriad of documents related to parking. Attachment #1 shows the location of parking meters in the city as established by the City Council and codified in the City's Municipal Code. The current Municipal Code is shown in Attachment #2. Attachment #3 lists all of the publicly-controlled parking resources, the rates and hours of operation for each, and the number of spaces for both on-street and off-street parking areas. Attachments #4 and #5 illustrate off-street public parking available in the Downtown area. Attachment #4 is produced for customers patronizing the Downtown and focuses on facilities that take validated parking, while Attachment #5 is produced for employees working Downtown.

Even though parking management has been fragmented among staff without specialized parking expertise, the City has been able to respond positively to public parking needs. The City has met the demand for commercial parking Downtown by building the new CityPlace and The Pike garages. It has similarly responded to growth in air passengers by providing offsite and surface lot

parking. Overall, however, staff believes that improvements can and should be made to the management of City-owned parking operations.

In response to direction last year from the Budget Oversight Committee, staff has taken several actions to maximize revenues from parking operations.

1. In the past, all meters cost 50¢ an hour from 9:00 a.m. to 6:00 p.m. Monday through Saturday, while meters south of Ocean Boulevard are \$2.00 per hour, and beach parking lots vary. In adopting the Fiscal Year 2005 budget, the City Council approved an increase in Downtown hourly parking meter rates to \$1.00. This action was amended in June 2005 to address business concerns such that increases to hourly rates of \$1.00 were limited to the area bound by Pacific Avenue, 7th Street, Long Beach Boulevard, and Ocean Boulevard, plus Ocean Boulevard between Golden Shore and Atlantic Avenue.
2. Hours of operation for Downtown areas with \$1.00 hourly rates were expanded to 9:00 p.m. (previously 6:00 p.m.).
3. Consideration is also being given to installing new parking meters on Broadway from Atlantic Avenue to Alamitos Avenue, and on Atlantic Avenue from Ocean Boulevard to 3rd Street.
4. In addition to reexamining rates and hours of operation, Public Works is initiating a demonstration project to install multi-space, high-tech meters in The Pike area to improve turnover and enhance revenues. These meters are solar-powered and accept multiple sources of payment, including credit cards. Studies show that facilitating credit card use increases revenue, since the customer no longer needs a certain amount of change in hand to buy parking time.
5. Finally, the City currently has fourteen full-time parking enforcement officers. Two of these officers are assigned exclusively to impounding vehicles so at any given time there is generally one officer providing enforcement for each of the three parking meter beats. These officers will soon be working extended hours to cover the additional hours of operation for the Downtown parking meters.

While the various City staff can continue to individually explore ways to enhance revenues, there is also recognition that segmenting parking management throughout the City is not efficient or cost-effective. In addition, parking management technology is rapidly changing and is now an area of specialty.

Recently, the City and the Redevelopment Agency have sponsored two efforts to optimize the organization and management of City parking resources. The Redevelopment Agency hired Carl Walker, Inc. to review and evaluate the existing parking organization and management structure Downtown. At that time, the City managed six garages and eight surface lots, as well as local on-street parking. Four separate City departments managed the facilities, with day-to-day management contracted to two private companies. The Executive Summary from that report is included as Attachment #6.

The City Auditor also conducted an audit of parking operations to evaluate the adequacy of existing policies and procedures and internal controls over these operations. The Executive Summary from the Audit is included as Attachment #7.

Both of these reports emphasize the need for consolidating parking management under the leadership of an experienced professional parking specialist. In response, the City is currently in the process of hiring a Parking Operations Officer in the Community Development Department to consolidate operation and management of all parking resources under this manager. Human Resources is currently drafting a job description for this recruitment.

The new Parking Operations Officer will lead the implementation of the recommendations from both the Carl Walker, Inc. study and the City audit that have not yet been implemented. Impacts of changing parking locations, hours of operation, and rates have a tendency to reverberate beyond the immediate space. The impacts can affect residents, businesses and their patrons, as well as traffic flow. For example, expanding the boundaries of meter operations along corridors may compel some people to park in adjacent residential neighborhoods, thereby impacting those residents. In this light, the new Parking Operations Officer will be charged with evaluating changes to parking operations.

In addition, this new staff person can make informed recommendations about improvements, such as automating garage operations, given that there are a variety of equipment manufacturers and systems for automating operations and new options come on the market every year.

RECOMMENDATION

Staff recommends that the Budget Oversight Committee consider the following actions:

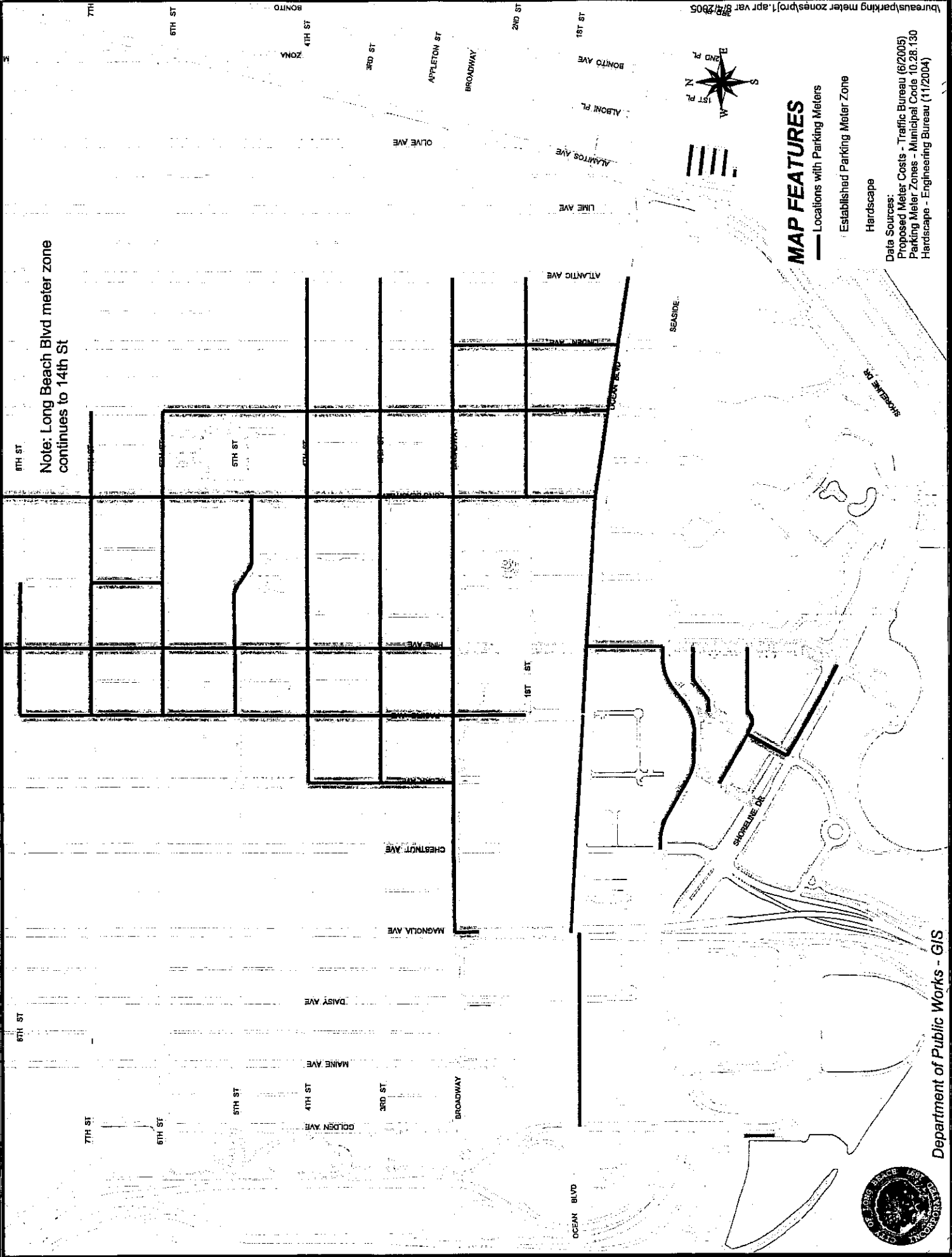
- Support the hiring of the Parking Operations Officer;
- Consider consolidating management of all parking resources under that Officer; and

- Recommend that the Officer prepare a plan to implement remaining recommendations within the Carl Walker, Inc. study and the City Audit to optimize operational efficiencies and revenue generation relative to the City's parking resources.

If you have any questions or require additional information, please contact Reginald Harrison, Deputy City Manager, at 8-5850.

RAH:JVK

- Attachment 1 – Map of Parking Meters
- Attachment 2 – City Ordinance Regarding Parking Meters
- Attachment 3 – Spreadsheet of Off-Street Public Parking Resources
- Attachment 4 – Parking Brochure for Downtown Customers
- Attachment 5 – Parking Brochure for Downtown Employees
- Attachment 6 – Executive Summary of Study by Carl Walker, Inc.
- Attachment 7 – Executive Summary of City Audit of Parking Operations



Note: Long Beach Blvd meter zone continues to 14th St

MAP FEATURES

- Locations with Parking Meters
- Established Parking Meter Zone
- Hardscape

Data Sources:
 Proposed Meter Costs - Traffic Bureau (8/2005)
 Parking Meter Zones - Municipal Code 10.28.130
 Hardscape - Engineering Bureau (11/2004)

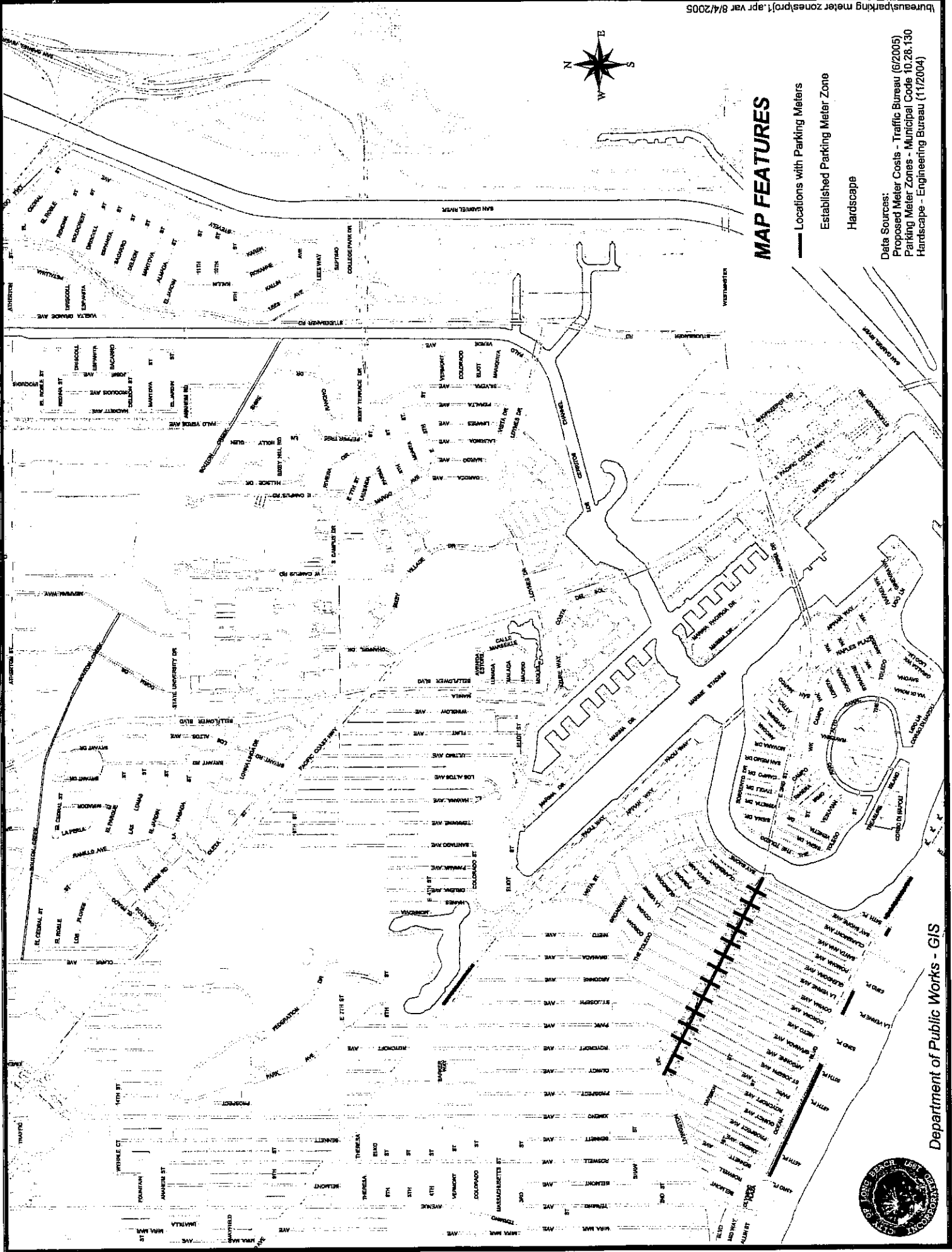


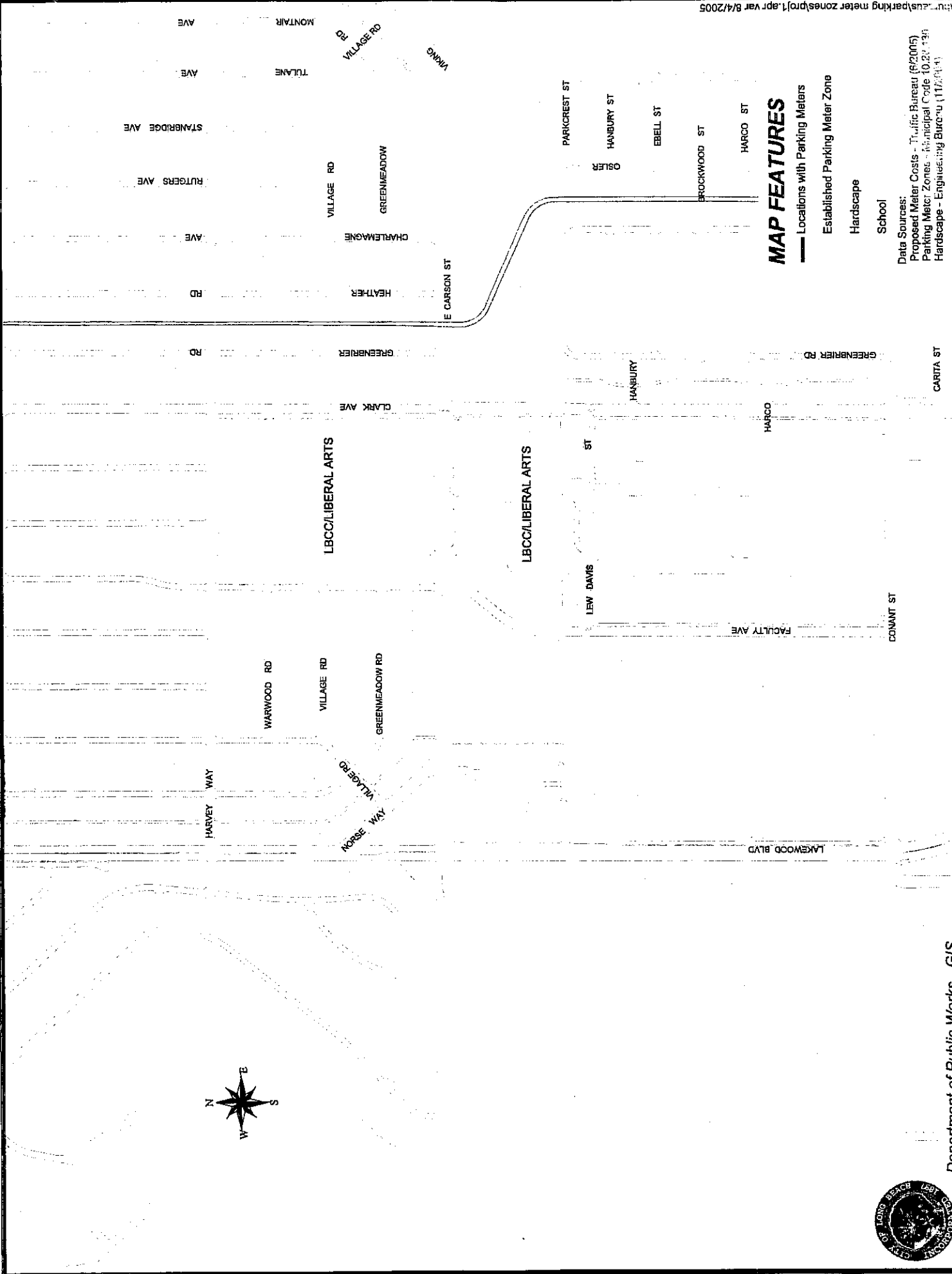


MAP FEATURES

- Locations with Parking Meters
- Established Parking Meter Zone
- Hardscape

Data Sources:
Proposed Meter Costs - Traffic Bureau (6/2005)
Parking Meter Zones - Municipal Code 10.28.130
Hardscape - Engineering Bureau (1/1/2004)





MAP FEATURES

— Locations with Parking Meters

Established Parking Meter Zone

Hardscape

School

Data Sources:
Proposed Meter Costs - Traffic Bureau (6/2005)
Parking Meter Zones - Municipal Code 10.24.130
Hardscape - Engineering Bureau (11/2004)

Chapter 10.28

PARKING METERS¹²

10.28.010 Parking meter defined.

10.28.020 Installation.

10.28.030 Parking method.

10.28.040 Space marking.

10.28.050 Coin deposit.

10.28.060 Time limit.

10.28.070 Time extension.

10.28.080 Slugs prohibited.

10.28.090 Tampering.

10.28.100 Purpose of compensation.

10.28.110 Coin collection.

10.28.120 Evidence of violation.

10.28.130 Parking meter zones established-Rates set by resolution.



10.28.010 Parking meter defined.

For the purpose of this chapter the term "parking meter" means and includes any device which, when the recording dial thereof is set in motion by the deposit of any coin or equivalent thereof, or the operation of any actuating device, registers the time that any vehicle is parked adjacent to the parking meter. (Prior code § 3420).



10.28.020 Installation.

The city manager, upon approval of the council, is authorized to establish parking meter spaces, each of which spaces shall be of sufficient size to permit the parking or standing of only one vehicle either where parallel parking or angle parking is permitted on any street or other area on which parking time limitations have heretofore been or may hereafter be provided by ordinance of the city, and to place adjacent to the parking space a device known as a "parking meter", as defined in section 10.28.010, which will, upon the deposit of the appropriate coin or coins indicated thereon, lawful money of the United States, enable the mechanical equipment of the device to be placed in motion so that the device will accurately measure, in minutes, the period of time during which the vehicle may park in the parking meter space without violating the provisions of this chapter or any ordinance regulating parking upon the street or other area on which the parking meter is established. The parking meter shall also be constructed and mechanically equipped so that it will, upon the expiration of the period of time, commencing with the deposit of the coin or coins, and ending with the expiration of the period of time that the parking or standing of a vehicle in the space is permitted, display a flag, sign or signal which will indicate that the permitted time for the parking of the vehicle, as provided by the ordinance regulating parking in the block or other area within which block the parking meter is situated, has expired. (Prior code § 3420.1).



10.28.030 Parking method.

Any vehicle parked or stood in any parking space in any parking meter zone shall be parked or stood with the hood of such vehicle alongside of or next to the parking meter alongside of the parking space, and shall be parked within the lines marked on the street or other area for such parking space as provided hereinafter. (Prior code § 3420.2).



10.28.040 Space marking.

The chief of police shall place or cause to be placed lines or marks on the curb, street or other area about or alongside of each parking meter to designate the parking space for which the meter is to be used, and no person shall park or stand any vehicle across any such line or mark or park the vehicle in such way that it will not be within the area so designated by the lines or markings. (Prior code § 3420.3).



10.28.050 Coin deposit.

No person shall park, stand, or stop any vehicle in any parking meter space during a period for which a parking time limit is applicable to the space without depositing in the parking meter adjacent thereto appropriate coin or coins indicated thereon, lawful money of the United States. The provisions of this section shall not be applicable during a period when a parking time limitation is not imposed by this chapter. (Prior code § 3420.4).



10.28.060 Time limit.

No person shall stop or park any vehicle in any parking meter space beyond the time permitted by this chapter for the parking of vehicles in the block or other area in which the parking meter space is situated; provided, however, this section shall not apply within the hours during which free parking is permitted in this chapter. (Prior code § 3420.5).



10.28.070 Time extension.

No person, by depositing or causing to be deposited at any time, any coin or coins in any parking meter, shall extend the time for stopping, parking or standing any vehicle beyond the time permitted by this chapter for parking vehicles within a parking meter space, when the vehicle has occupied the parking meter space adjacent to the meter for a consecutive number of minutes equal to or in excess of the legal time parking limit. (Prior code § 3420.6).



10.28.080 Slugs prohibited.

No person shall deposit in any parking meter any slug, device or substitute for the required coin or coins, lawful money of the United States. (Prior code § 3420.7).



10.28.090 Tampering.

No unauthorized person shall deface, injure, tamper with, open or wilfully break, destroy or impair the usefulness of any parking meter installed under the terms of this chapter. (Prior code § 3420.8).



10.28.100 Purpose of compensation.

The coin or coins required to be deposited in the meter as provided in this chapter are declared to be necessary to compensate the city for the expense incurred in furnishing facilities, equipment, supervision and regulation required by such parking, and is found to be a reasonable fee for the privilege, voluntarily exercised by owners, operators, managers or drivers of vehicles, of parking the vehicles within the parking spaces, in conformity with the provisions of this chapter. (Prior code § 3420.9).



10.28.110 Coin collection.

All coins deposited in any parking meter shall be collected regularly by a person designated by the city manager. (Prior code § 3420.10).



10.28.120 Evidence of violation.

The parking or standing of any motor vehicle in a parking meter zone at which zone the parking meter does not display the flag, sign or signal provided for in this chapter, shall constitute a prima facie presumption that the vehicle has been parked or allowed to stand in such zone for a period longer than permitted by this part. (Prior code § 3420.11).

**10.28.130 Parking meter zones established-Rates set by resolution.**

A. The areas or streets described below are hereby established as parking meter zones:

<u>Zone Number</u>	<u>Area/Street</u>
------------------------	--------------------

- | | |
|----|---|
| 1 | Second Street between Livingston Drive and Bay Shore Avenue and all streets intersecting Second Street within those limits from the alley north of, to the alley south of, Second Street, including those parking lots adjacent to the alleyways south of Second Street |
| 2 | First Street between Pacific Avenue and Atlantic Avenue. |
| 3 | Third Street between Cedar Avenue and Atlantic Avenue. |
| 4 | Fourth Street between Cedar Avenue and Atlantic Avenue. |
| 5 | Fifth Street between Cedar Avenue and Elm Avenue. |
| 6 | Sixth Street between Pacific Avenue and Elm Avenue. |
| 7 | Seventh Street between Pacific Avenue and Elm Avenue. |
| 8 | Eighth Street between Pacific Avenue and Locust Avenue. |
| 9 | Broadway between Maine Avenue and Atlantic Avenue except south side thereof between Magnolia Avenue and Pacific Avenue. |
| 10 | Cedar Avenue between Broadway and Fifth Street. |
| 11 | Elm Avenue between Ocean Boulevard and Sixth Street. |
| 12 | Linden Avenue between Ocean Boulevard and Broadway. |
| 13 | Locust Avenue between Ocean Boulevard and Eighth Street. |

- 14 Long Beach Boulevard between Ocean Boulevard and Fourteenth Street.
- 15 Magnolia Avenue between Ocean Boulevard and Broadway, west side only.
- 16 Ocean Boulevard between Golden Avenue (Golden Shore) and Atlantic Avenue.
- 17 Pacific Avenue between First Street and Eighth Street.
- 18 Pine Avenue between Seaside Way and Tenth Street.
- 19 Pine Avenue between Seaside Way and its southerly terminus.
- 20 Shoreline Drive between Linden Avenue and Aquarium Way.
- 21 Aquarium Way between Shoreline Drive and Seaside Way.
- 22 Cedar Avenue between Shoreline Drive and Seaside Way.
- 23 Bay Street between Cedar Avenue and Pine Avenue.
- 24 The Paseo between Aquarium Way and Pine Avenue.
- 25 Seaside Way between Linden Avenue and Golden Shore.
- 26 Chestnut between Broadway and Third Street.
- 27 Palo Verde between Atherton Street and Anaheim Road.
- 28 Anaheim Road between Palo Verde Avenue and Iroquois Avenue.
- 29 Lew Davis Drive between Faculty Drive and Clark Avenue.
- 30 Carson Street between Faculty Drive and Clark Avenue.
- 31 Ocean Boulevard between Termino Avenue and Bennett Avenue.
- 32 Olympic Plaza between Termino Avenue and Bennett Avenue.
- 33 Ocean Boulevard between Bay Shore Avenue and Fifty Fifth Place.

B. The rates of parking meter fees for the parking meter zones described in this section shall be set, from time to time, by resolution of the city council, which rates may vary, at the discretion of the city council, from zone to zone. (Ord. C-7920 § 1, 2004; Ord. C-6283 § 1, 1986; Ord. C-5530 § 2, 1979; Ord. C-5357 §§ 1, 2, 3, 1977; Ord. C-5309 § 1, 1977; prior code

§ 3420.12).

[City Home Page](#) | [Clerk Home Page](#) | [Disclaimer](#)
[Main Table of Contents](#) | [Search](#) | [Recent Updates](#)

Copyright City of Long Beach, California 1999

TOP ▲

Managing Entity	Property	Property Type	Location	Operator	Stalls	Rate	Hours
Redevelopment Agency	Lot B, 225 Long Beach Blvd.	Surface Lot	Downtown	Ace	90	\$2/Hr 8 Hr Max 2/Hr Validation	11:00p F-Sat: 7:00a - 2:30a
	Lot C, Promenade & Broadway	Surface Lot	Downtown	Ace	71	\$2/Hr 8 Hr Max 2/Hr Validation	11:00p F-Sat: 7:00a - 2:30a
	Lot M1, 125 Long Beach Blvd.	Surface Lot	Downtown	Ace	57	Monthly \$35	24 Hrs/Day 7 Days/Wk
	Lot D, 146 E. Broadway	Surface Lot	Downtown	Ace		Unavailable-construction	
	IDM/Arden Garage	Garage	Downtown	Ace	150sp at all times/ 645sp nights & weekends	\$2/Hr 8 Hr Max 2/Hr Validation	11:00p F: 5:30p - 2:30a Sat: 11:00a - 3:00a Sun:12:00p - 8:30p
	Dolly Varden, 339 Pacific Ave.	Surface Lot	Downtown	Ace	41	Monthly \$35	24 Hrs/Day 7 Days/Wk
	Lot M2, 133 Long Beach Blvd. at Broadway	Surface Lot	Downtown	Diamond	66	Monthly \$42 Sun-Th: \$4 F-S: \$6	24 Hrs/Day 7 Days/Wk
	Lot M3 (Agency owns portion of lot) 101 First & LB Blvd.	Surface Lot	Downtown	Diamond	133	Monthly \$47 Sun-Th: \$4 F-S: \$6	24 Hrs/Day 7 Days/Wk
	ED 127-135 E. Broadway	Surface Lot	Downtown	Diamond		Unavailable	
	4th & Pacific	Surface Lot	Downtown	Allright	53	Monthly \$35 (Day) Night \$5	24 Hrs/Day 7 Days/Wk
	328-338 Pacific	Surface Lot	Downtown	Ace	38	Soon to be Available	24 Hrs/Day 7 Days/Wk
	7th & Pacific	Surface Lot	Downtown	Allright	46	Monthly \$40 Day \$2	M-Sun 5:00a-11:00p
	205 Chestnut Ave. - NWC Chestnut & Broadway	Surface Lot	Downtown	Diamond / Imel	50	Monthly \$42 Day \$3 Night \$2	24 Hrs/Day 7 Days/Wk
	225 Chestnut	Surface Lot	Downtown	Diamond / Imel	40	Monthly \$42 Day \$3 Night \$2	24 Hrs/Day 7 Days/Wk
	460 W. Broadway	Surface Lot	Downtown	Diamond / Imel	60	Monthly \$62 Day \$3 Night \$2	24 Hrs/Day 7 Days/Wk
	245 Chestnut (SWC Chestnut & 3rd)	Surface Lot	Downtown	PD Lease	89	No Public	
	Schneider Jewelers - 3rd / Promenade	Surface Lot	Downtown	Lease	18	No Public	
	Pacific Tower (Brdway at LBB)	Surface Lot	Downtown		40	No Public	
					1042/ 1537		

Managing Entity	Property	Property Type	Location	Operator	Stalls	Rate	Hours
Technology Services						\$1.50 per 30 min. \$12.00 MAX. \$6.00 per day - Aquarium, Pierpoint Landing, or LB Anglers validation Restaurant validation 90 min free 90 min to 3 hr=\$2.00 3-4 hours=\$3.00 >4 hr. = \$3.00 plus \$1.50 per 1/2 hour thereafter	
	Aquarium	Garage	Downtown	Ace	1471		
	Pike	Garage	Downtown	Ace	2175	*Same as Aquarium	
						\$1.25 per 20 min. \$7.50 MAX. 1st 30 min. free \$50 Monthly \$1.25 Limited validation - Additional 1.5 hours, \$1.25 Unlimited validation - Unlimited time. No charge for disabled parking	
	Broadway Garage	Garage	Downtown	Ace	674		
	Lincoln Garage	Garage	Downtown	Ace	497	City Employee Only	
	Cedar Lot	Surface Lot	Downtown	Ace	110	\$25	Monthly
						\$2.00 per Hour \$8 MAX 2hr free w/ validation 3hr free w/ movie validation \$10 monthly -City Place employee \$37.50 monthly - residential \$45.00 monthly (up to 180 spaces)	
	City Place A	Garage	Downtown	Ace	2431		
	City Place B	Garage	Downtown	Ace	-	Same	
	City Place C	Garage	Downtown	Ace	-	Same	
	Edison Lot (Broadway/Elm)	Surface Lot	Downtown		78	Soon to be Available	
(RDA owned, City managed)	200 LB Blvd (former Kennedy Hotel)	Surface Lot	Downtown		72	Soon to be Available	
	100 Long Beach Blvd. Edison 'City Hall East' Garage	Garage	Downtown		135	No Public	
	Pike Employee Lot	Surface Lot	Downtown		375	No Public	
					8018		

Managing Entity	Property	Property Type	Location	Operator	Stalls	Rate	Hours
Community Development	Terrace Theater	Garage	Downtown	Convention Center	920	\$8 / space \$16 / overnight	
	Arena	Garage	Downtown	Convention Center	1206	\$8 / space \$16 / overnight	
					212 / week 412 / week - end	\$8 / space \$16 / overnight	
	Convention Center	Garage	Downtown	Convention Center		\$8 / space \$16 / overnight	
	Convention Center	Surface Lot	Downtown	Convention Center	1983	\$8 / space \$16 / overnight	
					4,321 / 4,521		
Public Works	On-street	Meters	Downtown	PW	673	\$.50/hr. 2 hr max	9-6 M-Sat
	On-street (LB-Pac; 7th-Ocean)	Meters	Downtown	PW	452	\$1.00/hr 2 hr max	9-6 M-Sat
	On-street	Meters	Pike	PW	143	\$2.00/hr. 2 hr max	9-6 M-Sat
	Pine Avenue	Surface Lot	Pike	Ace	127	\$2/hr. Restaurant validation 90 min free	9-6 M-Sun Valet after 6PM
	Airport	Garage	Airport	Ampco	1050	first 20 min free \$1/hr \$15/day MAX	
	Airport Lot B	Surface Lot	Airport	Ampco	378	first 20 min free \$1/hr \$12/day MAX	
	Airport Lot C	Surface Lot	Airport	Ampco	586	first 20 min free \$1/hr \$9/day MAX	
	Airport Lot D	Surface Lot	Airport	Ampco	2114	first 20 min free \$1/hr \$6/day MAX	
	Airport Rental Car Return	Surface Lot	Airport	Ampco	216	No Public	
	Employee Parking	Surface Lot	Airport	N/A	554	No Public	
					6293		
Parks, Recreation, & Marine	Catalina Landing	Garage	Downtown				
	Alamitos	Meters	Beach	PW	138	\$1/hr.	8-6 ED
	Bay Shore	Meters	Beach	PW	40	\$1/hr.	8-6 ED
	Belmont Veterans' Memorial Pier	Surface Lot	Beach	Ace	248	\$1/hr.	8-6 ED
	Colorado Lagoon	Meters	Marine Stadium	PW	57	\$1/hr.	10-4 ED
	Golden Shore	Meters	Beach	PW	11	\$1/hr.	8-6 ED
	Granada Lot	Meters	Beach	PW	562	\$1/hr.	8-6 ED
	Junipero Lot	Meters	Beach	PW	452	\$1/hr.	8-6 ED
	La Verne Lot	Meters	Beach	PW	161	\$1/hr.	8-6 ED
	Marina Green	Pay by Space	Marina	Ace	381	\$2/hr.	8-6 ED
	Marina Mole	Meters	Marina	PW	29	\$1/hr.	8-6 ED
	Marina Park	Meters	Beach	PW	162	\$1/hr.	10-4 ED
	54th Place Lot	Meters	Beach	PW	54	\$1/hr.	8-6 ED
	72nd Place Lot	Meters	Beach	PW	139	\$1/hr.	8-6 ED
					2434		

Belmont Shore Parking and Business Improvement Area Advisory Committee							
	Alley Lots	Meters	Belmont Shore	PW	148	\$.25/hr 2 hr max 48 lot meters have compound rate, 8 hour max.	8-6M-Sat
	On-street	Meters	Belmont Shore	PW	325	\$.50/hr 2hr max	8-6M-Sat
					473		